THE IVY NETWORK CORPORATION
WHERE FUTURE AMERICA LISTENS AND LEARNS TO BUY
242-A YALE STATION • NEW HAVEN, CONN. • 787-0711

WILLIAM B. BATES III
PRESIDENT
JEFFREY S. HARRIS
SECRETARY – TREASURER

March 15, 1971

Mr. Alan Macnow
President
Tele-Press Associates
16 West 40th Street
New York, New York 10018

Dear Mr. Macnow:

I want to thank you for the Sake gift set and the opportunity to sample some of it at the luncheon at Mory's and the three tasting parties that followed it. I hope that you and Mrs. Perrin were pleased with the response. I have no doubts that the consumption of Sake here will grow steadily as more and more people have the opportunity to try it.

I have enclosed the Ivy Network prospectus and some interesting audience figures for your information. I think that if you decide to start a large advertising campaign in the fall to promote Sake, it would be a mistake not to consider the Ivy Network. You promoted Sake on three campuses- Ivy can deliver sixteen eastern college campuses at a relatively low cost to you, and I believe that your advertising would be especially effective with us because of the nature of our audience. College students do listen to radio more than the time they spend reading newspapers. In addition, we may be able to offer you the merchandising possibilities that increase the effectiveness of any campaign.

If you desire some smaller promotion, campaigns in Boston, New Haven, and New York may be worthwhile as a follow-up to your tasting parties at Harvard, Yale, and Columbia. I have enclosed a poll compiled by the WYBC public relations department that attests to the popularity of WYBC on the Yale campus.

I wish you success with your product, and would be glad to help you in any way possible. Perhaps we at Ivy could help you arrange other tasting parties on the other campuses we represent. If you have any questions, please contact me at the Ivy office. I would like to receive any memos you publish, especially any dealing with the success of your tasting parties.

Give my regards to Mrs. Perrin, and I hope to hear from you in the near future.

Cordially,

Mark J. Hoffman
Account Executive

MJH/kk
File
Enc.